

CLAIMS

What is claimed is:

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1. A method comprising:
maintaining an e-coupon database that comprises an e-coupon identifier, an e-coupon expiration condition, and a post-expiration instruction;
receiving a request to redeem the e-coupon associated with the e-coupon
10 identifier when the e-coupon is expired; and
executing the post-expiration instruction associated with the e-coupon
identifier.

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2. The method of claim 1, further comprising issuing the e-coupon from an e-coupon server.

3. The method of claim 2, further comprising configuring the e-coupon server through a graphical user interface.

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4. The method of claim 1, wherein the post-expiration instruction is selected from the group consisting of rejecting the e-coupon, fully redeeming the e-coupon, partially redeeming the e-coupon, issuing an alternative e-coupon, and combinations thereof.

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5. The method of claim 1, wherein the post-expiration instruction comprises issuing an alternative e-coupon for a product selected from the same product and a substitute product.

6. The method of claim 1, wherein the e-coupon database further comprises an estimated value of the coupon, and wherein the post-expiration instruction comprises issuing an alternative e-coupon with an estimated value in proportion to the expired e-coupon.

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7. The method of claim 1, wherein the expiration condition is an expiration date.

8. The method of claim 1, further comprising:
executing the post-expiration instruction only if one or more transaction
10 conditions are true.

9. The method of claim 8, wherein the one or more transaction conditions includes existence of a characteristic of a consumer profile.

15 10. The method of claim 9, wherein the characteristic of the consumer profile is whether the consumer is a return consumer.

11. The method of claim 1, wherein the request to redeem an e-coupon is received from a consumer using a graphical user interface.

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12. An e-coupon server, comprising:
maintaining means for maintaining an e-coupon database, wherein the e-coupon database comprises an e-coupon identifier, an e-coupon expiration condition, and a post-expiration instruction;
25 receiving means for receiving a request to redeem the e-coupon associated with the e-coupon identifier; and
executing means for executing the post-expiration instruction associated with the e-coupon identifier.

13. The e-coupon server of claim 12, further comprising:
issuing means for issuing an e-coupon from an e-coupon server.
14. The e-coupon server of claim 12, further comprising:
5 a graphical user interface for configuring the e-coupon server.
15. The e-coupon server of claim 12, wherein the post-expiration instruction is
selected from the group consisting of rejecting the e-coupon, fully redeeming the e-
coupon, partially redeeming the e-coupon, issuing an alternative e-coupon, and
10 combinations thereof.
16. The e-coupon server of claim 12, wherein the post-expiration instruction
comprises issuing an alternative e-coupon for a product selected from the same
product and a substitute product.
- 15 17. The e-coupon server of claim 12, wherein the e-coupon database further
comprises estimating means for estimating the value of the coupon, and wherein the
post-expiration instruction comprises issuing means for issuing an alternative e-
coupon with an estimated value in proportion to the expired e-coupon.
- 20 18. The e-coupon server of claim 12, wherein the expiration condition is an
expiration date.
19. The e-coupon server of claim 12, further comprising:
25 executing means for executing the post-expiration instruction only if one or
more transaction conditions are true.
20. The e-coupon server of claim 19, wherein the one or more transaction
conditions includes existence of a characteristic of a consumer profile.

21. The e-coupon server of claim 20, wherein the characteristic of the consumer profile is whether the consumer is a return consumer.

5 22. The e-coupon server of claim 12, wherein the request to redeem an e-coupon is received from a consumer using a graphical user interface.

23. A system comprising:

10 a memory device having a database therein for maintaining information relating to a plurality of e-coupons, the information comprising an expiration condition and post-expiration instructions;

a processor in communication with the memory device, the processor configured to:

15 receive a consumer request to redeem one or more of the plurality of e-coupons that are shown by the database to be expired;

execute post-expiration instructions associated with the one or more expired e-coupons.

24. The system of claim 23, wherein the processor is further configured to:

20 issue a substitute e-coupon to the consumer.

25. The system of claim 24, wherein the processor is further configured to:

redeem the substitute e-coupon upon receipt from the consumer.

26. The system of claim 23, wherein the post-expiration instructions are to redeem the e-coupon despite expiration, and wherein the processor is further configured to:

redeem the e-coupon.

27. The system of claim 23, wherein the processor is further configured to:
calculate the discount value of the expired e-coupon to the consumer;
and
apply the discount value to a different product.

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28. A computer program product including instructions embodied on a computer readable medium, the instructions comprising:

maintaining instructions for maintaining an e-coupon database that comprises an e-coupon identifier, an e-coupon expiration condition, and a post-expiration

10 instruction;

receiving instructions for receiving a request to redeem the e-coupon associated with the e-coupon identifier when the e-coupon is expired; and

executing instructions for executing the post-expiration instruction associated with the e-coupon identifier.

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29. The computer program product of claim 28, further comprising:
issuing instructions for issuing the e-coupon from an e-coupon server.

30. The computer program product of claim 29, further comprising:
20 configuring instructions for configuring the e-coupon server through a graphical user interface.

31. The computer program product of claim 28, wherein the post-expiration instruction is selected from the group consisting of rejecting the e-coupon, fully
25 redeeming the e-coupon, partially redeeming the e-coupon, issuing an alternative e-coupon, and combinations thereof.

32. The computer program product of claim 28, wherein the post-expiration instruction comprises issuing instructions for issuing an alternative e-coupon for a product selected from the same product and a substitute product.
- 5 33. The computer program product of claim 28, wherein the e-coupon database further comprises an estimated value of the coupon, and wherein the post-expiration instruction comprises issuing instructions for issuing an alternative e-coupon with an estimated value in proportion to the expired e-coupon.
- 10 34. The computer program product of claim 28, wherein the expiration condition is an expiration date.
35. The computer program product of claim 28, further comprising:
executing instructions for executing the post-expiration instruction only if one
15 or more transaction conditions are true.
36. The computer program product of claim 36, wherein the one or more transaction conditions includes the existence of a characteristic of a consumer profile.
- 20 37. The computer program product of claim 36, wherein the characteristic of the consumer profile is whether the consumer is a return consumer.
38. The computer program product of claim 28, wherein the request to redeem an e-coupon is received from a consumer using a graphical user interface.

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